

BUSINESS PLAN



Sample business plan for selling the E-bicycles



2014

What can be a guarantee of success and positive decision of investors considering your project? First of all, it's no-ordinary idea and carefully thought out and reasonable investment offer.

«VTSConsulting» company offers not only a prepared business plan: we sell the effective and practicable ideas for your business, starting from the ideas for Internet business to the different spheres of economics. Our clients get a ready, living idea and step-by-step instruction on its realization (business plan document itself).

The given business plan presumes the establishment of online store which sells E-bicycles. According to the researches that were conducted by the experts of «VTSConsulting» company, the dynamics of actualization of given mode of transport, which guarantee the success of the project, is characterized by the following factors:

- systematical traffic jams in the majority of big cities;
- necessity of active transporting along the city;
- problem of ecological compatibility of transport;
- demand of low cost of individual transport and running expenses;
- absence of the place where to keep a large transport (motorcycle, scooter, car).

This business plan includes computer-assisted financial model in Excel. To make re-calculations for a new project, it's enough to change basic indicators of the project. Financial model is built up in such a way that appearance of the new performance indicators of the project can be observed at once, after making changes in existing script. Financial model is simple and comfortable, which allow any person to successfully make calculations for his own project.

Adaptation of a given business plan is possible for analogous project around the world.

The financial model in separate file is attached to this business plan, which makes it easy to build a new financial plan by entering the appropriate data.

Description of business plan

Idea:

Creation of online store for selling E-bicycles. E-bicycles that are known also as E-Bikes differ from the usual ones because they have a small electric motor and accumulator.

Market:

Chinese companies which interfere actively on the markets of different countries now, are the world leaders in the sphere of producing E-bicycles. World market of E-bicycles will be growing moderately – 3, 1 % (CAGR during period between 2013 and 2020). Market of E-bicycles in Russian Federation in 2013 made about 10 000 pieces. In 2013 «Eltreco» company had about 81% of Russian market of E-bikes; the last 19% were divided between other manufacturers of two-wheeled E-vehicles. Market of E-bicycles in Russia will grow slowly, still steadily during the rest part of this decade.

Competitiveness:

Nowadays, there are two large and popular trade marks on the market of E-transport – «Eltreco» and «Ecobike.pro». «GRACE» company works in premium segment; they are producers of elite E-transport, as well as aforementioned «Eltreco» company.

Financial plan:

Two scripts for developing the project were worked out in the financial plan. In the script №1 there is a plan for selling of *** E-bicycles of 4 models annually: «F1», «Storm», «Hummer», «Terminator». In the script №2 there is a plan for selling of *** E-bicycles of the same models during the first year *** items during the second year. Planning time frame is 2 years in total.

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and would like to remind you that:*

- ✓ with the purchase of the business plan of the
«VTSConsulting» company you'll have a guarantee of
getting a consultation from specialists who have
worked on a specific business plan*
- ✓ during one to two hours our team will be ready to
answer all questions related to the structure and
content of the business plan*

*Respectfully,
«VTSConsulting» team*

INFORMATION ABOUT THE «VTSConsulting» COMPANY

«VTSConsulting» company was founded in May 2010 by a team of professionals led by Vladyslav Tsygoda.

Vladyslav Tsygoda is a business consultant, a recognized leader in the field of business planning in the CIS countries (according to the portal free-lance.ru), today he is the head of the rating of the consulting company.

Development of business plans, feasibility studies, investment memorandums, financial models and business presentations are the main directions of the team, which includes highly skilled analysts.

Experience of the team in the development of investment documents is more than 6 years, and today «VTSConsulting» is the only company in Ukraine, which is a partner of the project «RBC. Market research».

«VTSConsulting» team and principles of work

- ✓ a unique approach to solving problems;
- ✓ an impeccable reputation and a high degree of customer confidence;
- ✓ high professionalism regardless of field of study;
- ✓ practical experience, including the implementation of complex highly specialized projects.

**We appreciate greatly the cooperation with each customer.
And we are proud of our customers!**

LLC «Zemleugodie-Invest», OJSC «Votkinsky plant», SPE «Stealth», State Enterprise UkrSRIPRI «Masma», «Reproto Technologies», «VOK Montage Service» company, LLC «PRIIMAS»

«Petrovizard» company, Port Temryuk, LLC «Spetsbudproekt», group of companies «SEMPROGROUP», LLC «Maximus Construction», «Rosmolodezh», LLC «Sisif Service», LLC «Plant TITAN», LLC «Project K»,

LLC «Portal Logistics», SPK «Nauka», I.N. Frantsevich Institute of Materials of NAS of Ukraine, NTUU «KPI», Science Park «Kyiv Polytechnic», The Russian Government, Verkhovna Rada of Ukraine

This is not a complete list of those who was pleased with the cooperation with «VTSConsulting».

«VTSConsulting» company is a team of professionals, whose knowledge and experience will allow you to save money, nerves and time: preparation of investment documents will take from 4 to 10 days.

Our customers recommend us to their friends and partners, because we work for the results and complete satisfaction of a Client. Thus, ordering business plan, information or investment memorandum from us, you do not just spend money.

You invest.

*Respectfully,
Vladyslav Tsygoda,
the head of «VTSConsulting»*